



Minors, not a single drop: over 100 reasons why minors should not drink alcohol



Española de los Países # Parents 100 Public Private las

Objective

To inform and raise awareness of the risks related to premature consumption in order to:

- delay the age of the onset of drinking.
- increase understanding of the risks to physical and mental health development of pupils.
- change the perception around underage drinking to make it socially unacceptable.
- help parents to set clearer rules for their kids and stick to them.

Description

The campaign was launched in December 2013. It was the first campaign where the spirits industry and the Ministry of Health joined together in order to inform and raise awareness of the risks related to premature consumption.

The project was created as a result of the agreement with town halls and regional governments, to develop different activities within the campaign. Espirituosos España also offers tools to tackle underage alcohol consumption.

The messages are tailored for the different target groups:

- **For Parents: A dedicated website** provides parents with information, through tools and messages, to talk at home with their children about the risks of underage drinking. The site

also suggests different leisure activities for families to do together.

- The “Over 100 reasons why minors should not drink alcohol” guide, created in collaboration with Rocio Ramos-Paúl a renowned psychologist and well-known TV “Supernanny” can be downloaded from the website.
- **Family workshops:** Workshops for families where Rocio Ramos-Paúl talks about the importance of the Guide and its messages. The guide and the workshops are tools for the families to help approach situations with tips and tools to better talk and reach out to their children about alcohol, the risk associated with underage drinking and help them to think and behave in these situations. Family workshops were held online between 2020 and 2022 because of the COVID-19 pandemic. In early 2022, the decision was made to return to onsite workshops.
- **For pupils: A dedicated website** offers different targeted leisure activities. Support is given by renowned rap and hip-hop artist "Rayden" (whose songs emphasise pupils' ability to believe in themselves and to face and overcome common teenage problems without fear) who sang why teenagers should not drink in a video clip called "Be Yourself". In addition, a competition was held on social networks where minors were asked to provide reasons not to drink and to propose alternate leisure activities. Winners took part in the video clip.
- **For society:** Celebrities support the campaign to increase the societal awareness of the risk of underage drinking. They help to share the message and give the “**Minors not a single drop**” message more visibility.

Partners

Distribution sector (Carrefour, Dia, Makro)

Results

Until December 2022:

- The parents’ website has had 198,748 visits (7,191 new users in 2022).
- Project Minors not a single drop:
 - Over 300 town halls and private entities have joined the network and 64,037 guides for families have been distributed.
 - Workshops: 50 workshops have been held with 10,000 participating families.
 - Celebrities: Over 300 celebrities have collaborated with the campaign.
 - Social Media: 5,286 followers on **Facebook**, 3,696 followers on **Twitter** 610,980 followers on Instagram and 1,540 subscribers in Youtube.
 - On Youtube the video clip of Rayden has had 1,499,335 views and the videos on the channel had totalled 1,7 million views. Rayden’s song has been downloaded over 1,700 times and accessed 394,905 times in Spotify.

Measurement & evaluation

In 2022, mainly women (85%), worried about the education of their children, followed on social media. They were very receptive and positive towards the communications. The posts that generated the most response from followers were those related to Rocio Ramos-Pap and to Rayden. The engagement rate of the campaign was a very positive 5,57% (usually around 3%).

The objectives of the research are to evaluate parents workshops, the knowledge about the alcohol consumption of their children, and the helpfulness of the workshops for them. Results of the 2019 evaluation shows:

- 81% of the parents evaluated the workshop as very helpful. When attendees were asked about the usefulness of these meetings and the tools provided they said that the workshops helped them to talk with their children about alcohol misuse.
- The families asked questions about:
 - 13% related to how to approach situations such as what to do if your child came home drunk and how parents influence their children with regards alcohol consumption.
 - 12 % related to how to face communication conflicts with children, relationships with parents and how to approach this issue at home.
 - 16% related to how to establish rules and limits.
 - 11% of doubts were relative to how peers influence on habits (group pressure, integration of those who do not consume in the Group, etc).
 - 58% of parents were concerned about the long-term consequences: The long-term problems that concerned them most were the effects to health, the prevalence of consumption and that this could lead to an addiction.
 - 35% were concerned about the short-term consequences: Among the short- term problems, 35% were concerned about loss of control and social disturbances.

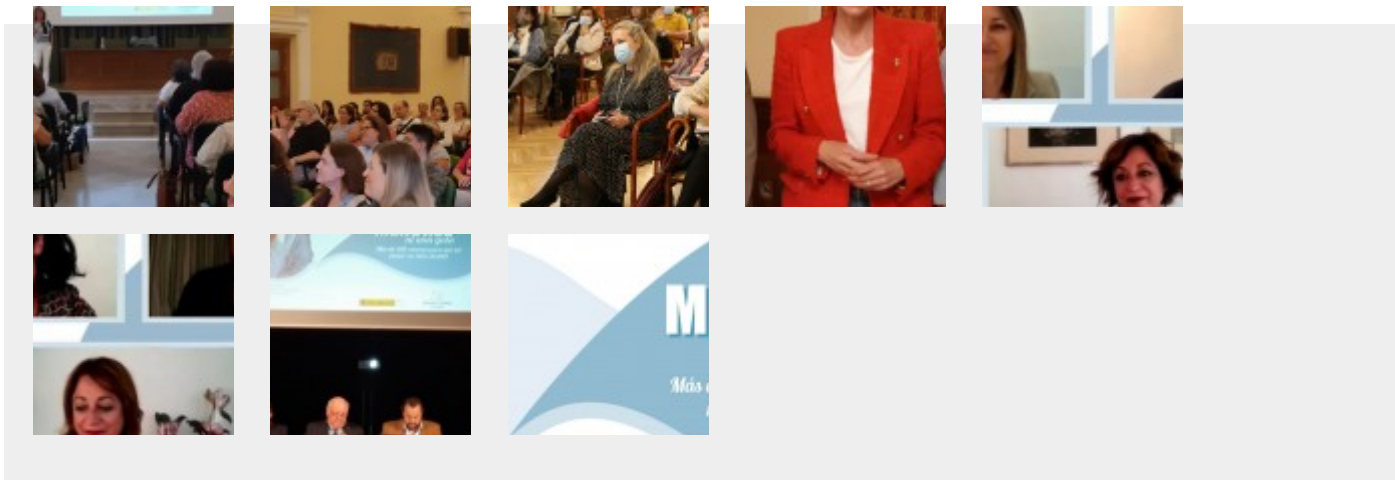
2018 results showed: 1 out of 4 parents were worried about the loss of control caused by alcohol consumption, such as accidents or the consequences in the short term. 26% were concerned about the health problems associated with an early consumption in minors. 1 out of 4 they are worried about the possibility of alcohol consumption becoming an addiction. 19% thought that early consumption is linked to leisure and the way their children socialise.

Website

<http://www.menoresniunagota.es/>

Downloads

Photo gallery



Documents

[GUIA MENORES NI UNA GOTA_2017.pdf](#) (pdf - 1.21 Mo)